

**Immediate Release** 

## Mid-Autumn LED Fire Dragon Fiesta returns to LEE TUNG AVENUE Museum of the Moon debuts in Asia featuring detailed NASA imagery of the lunar surface

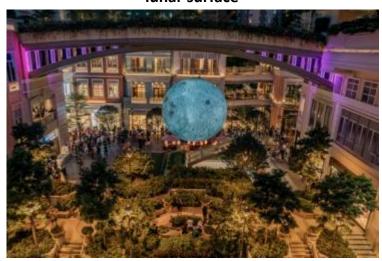


Image download: https://drive.google.com/open?id=0B3kQzK2IQP3zWGxiVzJXS0J1Q3c

[Hong Kong – 29 September] Celebrating Mid-Autumn Festival, LEE TUNG AVENUE is illuminated by the light of a giant, silver moon courtesy of **UK artist Luke Jerram**'s celebrated touring artwork, *Museum of the Moon*. This giant moon is officially launched last night and Luke was invited to visit LEE TUNG AVENUE to share his design inspiration and challenges. In addition, the **Mid-Autumn LED Fire Dragon Fiesta** has returned to LEE TUNG AVENUE with the 70-foot-long LED fire dragon. The experts of the Traditional Mid-Autumn Market in Wan Chai were also invited to showcase the traditional Chinese handicrafts, such as sugar painting, paper cutting and knotting.



This year, LEE TUNG AVENUE brings the moon closer to the earth with the enchanting *Museum of the Moon* installation, a touring artwork by UK artist **Luke Jerram**. The artwork has been touring to the Netherlands, the UK, France, Ireland and Belgium and the *Museum* 



of the Moon will arrive in Asia for the first time, making its debut at LEE TUNG AVENUE. The spectacular installation measures seven metres in diameter and presents detailed NASA imagery of the lunar surface to public, making LEE TUNG AVENUE one of the best photo spot in town.



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The Mid-Autumn LED Fire Dragon Fiesta @ LEE TUNG AVENUE will also make a welcome return, bringing a unique contemporary twist to traditional cultural celebrations and spreading blessings to families and the wider community.



In addition to the combination of local and international arts on offer, LEE TUNG AVENUE will also present a special Traditional Mid-Autumn Market during the festival and has invited a number of Chinese artisans to host public workshops. These include paper lantern making, flour kneading, paper cutting and knotting.



LEE TUNG AVE 街東利

Over a thousand of residents and visitors were attracted to come to take photos.

Museum of the Moon			
Date:	28 September to 31 October*		
	* Exhibition period would be adjusted depending on weather		
	conditions ** The exhibition items will be removed within 3 hours before		
	issue of the typhoon signal No. 1 by the Observatory and t		
	exhibition items will be installed within 3 hours after the		
	cancellation of all warning signals by the Observatory		
Light up time:	7:00pm – 11:00pm		
Time:	Central Piazza @ LEE TUNG AVENUE		
Mid-Autumn LED Fire Dragon Fiesta @ LEE TUNG AVENUE			
Date:	4 and 5 October (Mid-Autumn Festival and the day after)		
Time:	8:30pm – 9:30pm		
Venue:	Queen's Road East entrance to Johnston Road entrance, LEE TUNG		
	AVENUE		
How To Join:	Free participation		
TRADITONAL MID-AUTUMN MARKET IN WANCHAI			
Date:	4 and 5 October (Mid-Autumn Festival and the day after)		
Time:	6:00pm – 8:00pm (4 October)		
	4:00pm – 7:00 pm (5 October)		
Venue:	Central Piazza @ LEE TUNG AVENUE		
How To Join:	Free participation		
Activities:	4 October		
	<ul> <li>Paper lantern making workshop</li> </ul>		
	<ul> <li>Sugar painting performance</li> </ul>		
	5 October		
	<ul> <li>Paper lantern making workshop</li> </ul>		
	Flour kneading performance		



	• Knotting performance		
	Paper cutting performance		
Moon Light concert @ LEE TUNG AVENUE			
Date:	5 October (The day after Mid-Autumn Festival)		
Time:	3:00pm – 3:45pm – "Yat Po Singers"		
	6:30pm – 7:15pm – "Samson Chinese Band"		
Venue:	Central Piazza @ Lee Tung Avenue		
Mid-Autumn Shopping Prizes @ LEE TUNG AVENUE			
	3D printed lunar lamp	Mooncake from Tai Tung	
		<u>Bakery</u>	
Date:	15 September to 31 October	15 September to 5 October	
Redemption	10:00am – 10:00pm		
Time:			
Redemption	Customer Service Centre		
Venue:	Basement, LEE TUNG AVENUE		
Details:	Any purchase of HK\$2,800* or	From 15 September to 5	
	more, or a total of 10 stamps^	October the shopper will be	
	acquired from 15 September to	entitled to a complimentary	
	31 October will be offered a <u>3D</u>	mooncake from Tai Tung Bakery	
	<u>print lunar lamp</u> .	on any purchase of \$300#.	
	*Redemption can be made with	#Redemption can be made with	
	electronic invoice from a maximum	electronic invoices from a maximum	
	of four tenants from LEE TUNG	of four tenants from LEE TUNG	
	AVENUE in one day.	AVENUE in one day.	
	^Redemption can be made with		
	copies of invoices from up to four		
	tenants from LEE TUNG AVENUE		
	with a total of HK \$200. A maximum		
	of 3 stamps can be redeemed on 1		
	invoice.		

## About LEE TUNG AVENUE

LEE TUNG AVENUE unveils a 200-metre long, tree-lined walkway on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants, and boutiques offering selected local and overseas fashion brands. LEE TUNG AVENUE is also a convenient urban intersection in south Wan Chai, which connects and revitalizes the community. LEE TUNG AVENUE has been critically acclaimed in the industry since its launch, and has won a number of awards, including the "Gold Winner of MIPIM Asia Awards 2016 for



Best Retail Development", "Gold Winner of Marketing Magazine's PR Awards 2016 for Campaign of the Year", and Silver winner of MARKies Awards for Best Idea in Public Relations".







This fact sheet was distributed by **Strategic Communications Consultants Limited (SCC)** on behalf of the **Lee Tung Avenue Management Company Limited**. For further media enquiries, please contact:

## Strategic Communications Consultants Limited (SCC)

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